



## News Release

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## **West Coast Green Moves to Silicon Valley**

### **World's Largest Residential Green Building Event Picks San José for 2008**

**San José, CA** - West Coast Green, the world's largest residential green building conference, is moving to San José. West Coast Green 2008, which will take place at the San José Convention Center from September 25-27, offers over 100 presenters, 380 exhibitors, and is expected to attract more than 13,000 attendees.

The partnership between the City of San José and West Coast Green recognizes San José's Green Vision, and supports West Coast Green's expansion to showcase innovative, green technologies. Held in past years at the Bill Graham Civic Auditorium in San Francisco, event organizers cite the Silicon Valley's "fresh thinking and innovative culture" for their motivation to change venues.

The partnership between the City of San José and the nation's premier residential green building event highlights a commitment to support widespread change through innovative green technologies. In line with West Coast Green's goal to facilitate positive impact within the building industry --a large contributor to global warming-- the City's Green Vision sets a goal for building or retrofitting 50 million square feet of green buildings in the next 15 years.

"San José has put forward a strong Green Vision Plan and we are thrilled to work collaboratively with them," said Christi Graham, Executive Producer for West Coast Green. "We believe that this partnership will catalyze and fuel the economic and social institutions that are driving green innovation in the Valley."

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The tenth largest city in the nation, San José is home to the largest concentration of technology expertise in the world, more than 6,600 technology companies. Innovation, in both business methodology and technology, is capable of having profound effects on the way society functions, and in promoting widespread change.

“With our history of innovation and environmental stewardship as a foundation, San José will become the world’s center of innovation in clean, green technologies. Our goals for innovation, sustainability, and green mobility are bold and comprehensive,” said San José Mayor Chuck Reed. “With the support and energy of a national event like West Coast Green, I believe that in 15 years, we can succeed and build a better future for our children, our residents, and the world.”

As one of the five largest U.S. cities that have adopted the LEED<sup>TM</sup> Silver standard, San José’s recently strengthened Green Building Policy for municipal buildings positions it in the forefront of cities striving toward sustainability, as well as a strong and capable partner for West Coast Green 2008.

West Coast Green aims to empower the design, architecture, and construction industries through the production of conferences, workshops, and online multimedia education. As a key facilitator for a rapid paradigm shift within the building industry focusing on more environmentally and socially responsible practices, West Coast Green provides inspiring professional development for every link in the green innovation food chain.

For more information on West Coast Green 2008: <http://www.westcoastgreen.com/>

San Jose’s Green Vision is a comprehensive strategy that addresses how environmental responsibility makes financial sense and stimulates economic opportunity. With the Green Vision, San Jose will lead the nation in becoming more energy efficient, producing and using electricity from clean renewable sources, creating green buildings, diverting waste from landfills, creating greener street systems, delivering recycled water, and reducing greenhouse gas emissions. This vision includes 10 bold goals that will serve as a roadmap to reduce the carbon footprint of the tenth largest city in the nation by more than half.

For more on the City of San José’s Green Vision:

<http://www.sanjoseca.gov/pdf/SanJoseGreenVision.pdf>

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